

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Cancelled)
2. (Previously presented) An information distribution system that, in response to demand from each distribution demand terminal, reads out various information from a means of storing an information material and distributes the read-out information material to the distribution demand terminals via a network, where the system comprises,
 - a means for managing a remaining number of distributions, where the means stores the planned number of distributions during a period of time for each information material, the actual number of distributions already made for each information material, and the remaining number of distributions for each category of each information material, which is the difference between these two numbers of distributions,
 - a means for generating an advertising list for extraction, where the means generates an advertising list for extraction of each category, in which the extraction probability for each information material in the case of random extraction is the ratio of the remaining number of distributions for each information material to the accumulated total of the remaining number of distributions for each information material at that point in time,
 - a means for category judgment, where the means judges the category to which the distribution demand terminal belongs at the time a distribution request is received from a distribution demand terminal,
 - a means for selecting an advertising list, where the means selects the advertising list corresponding to the judged category,
 - a means for handicap application, which, when performing random extractions, applies a handicap each time to the remaining number of distributions of each information material comprised in the advertising list, so that the mean extraction probability is maintained

over the time period, while causing deviation in the extraction probability distribution between each advertising list at each random extraction,

a means for random extraction, which performs random extraction with respect to the selected advertising list based on the remaining number of distributions of each information material to which a handicap has been applied, so as to extract one information material;

and wherein an extracted information material is distributed via the information network from the information distribution server to the distribution demand terminal that made the request, an addition is made to the actual number of distributions already made, a subtraction is made from the remaining number of distributions based on the results of the distribution, and the advertising list is updated so that the distribution results are reflected in the extraction probabilities for the next time.

3. (Cancelled)

4. (Previously Presented) An information distribution system comprising at least a video content storage means which stores video contents, an advertisement storage means which stores advertisement materials, and a video content distribution server which selectively reads requested video contents from the video content storage means, and distributes, via a network, the video content to a viewer terminal that has made a request, and the system further comprises,

an advertisement distribution condition database, which stores at least, for each advertisement, information about the desired number of reproductions for the advertisement during a planned time period and information about specifications of increasing or decreasing with respect to each category and time period,

a viewer database, which stores at least information about a category to which each viewer belongs, and information about the viewing history for each viewer,

a means for predicting the number of distribution demands, which predicts the number of demanded distributions within the time period for each category, based on the information on the viewing history of all viewers,

a means for calculating the number of planned distributions, which calculates the number of planned distributions of each advertisement for each category, so as to balance the number of desired advertisements of each advertisement for each category and the number of requested distributions for each category,

a means for generating a random extraction advertising list, which generates an advertising list for each category, wherein the extraction probability for each advertisement in the case of random extraction is the ratio of the planned number of distributions of each advertisement for each category to the accumulated total for each category of the planned number of distributions of all the advertisements,

a means for handicap application, which, when performing random extractions, applies a handicap each time to the remaining number of distributions of each advertisement comprised by each advertising list, so that the mean extraction probability is maintained over the time period, while causing a deviation in the extraction probability distribution between each advertising list at each random extraction,

a means for random extraction, which performs random selection and extraction with respect to the advertising list corresponding to a category to which the distribution demand terminal belongs, based on the remaining number of distributions of each advertisement to which a handicap has been applied, so as to select one advertisement,

a means for generating a distribution list, which generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the means for random extraction until the demanded advertisement slots are filled, while updating the advertising list so that the extraction probabilities for the next time reflect the results of the extraction,

a means for managing a distribution list, which stores the distribution list and outputs the list to an advertisement material distribution server, and

an advertisement material distribution server which, based on the distribution list, sequentially and selectively reads a corresponding advertisement material from the advertisement material storage means, and when the video content is distributed via the information network to

a distribution demand terminal which has made a request, performs a linked distribution of the advertisement material.

5. (Original) The information distribution system of claim 4, wherein the means of generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the means for random extraction until the demanded advertisement slots are filled, while updating each number of planned distributions of the advertising list by reducing the number of planned distributions so that there is no return to the advertising list for the extracted advertisement.

6. (Original) The information distribution system of claim 4, wherein the means for generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the means for random extraction until the demanded advertisement slots are filled, while multiplying the extraction probability of each advertisement by a corresponding correction coefficient and updating the extraction probability of each advertisement in the advertising list so that the extraction probability for the next time reflects the extraction results.

7. (Original) The information distribution system of any one of claims 4 to 6, wherein the advertisement distribution condition database further stores a category classification for each advertisement, and the system further comprises

a means for minimum unit category classification which performs a detailed division, into minimum categories, of the categories for all the advertisements desired to be distributed during the time period, and

assigning the increase or decrease specifications stored in the advertisement distribution condition database to the corresponding minimum categories, and then storing the specifications again.

8. (Currently Amended) The information distribution system of any one of claims 4 to 6 7, wherein the means for calculating the number of planned distributions, in order to increase or decrease the initially allocated number of reproductions for the advertisement for the specified category for each advertisement in accordance with the target specification, performs a uniform flexible adjustment between the initially allocated number and the number of reproductions for the advertisement for categories without target specification for the advertisement; and uses each of the number of reproductions for the advertisement to which the increase or decrease adjustment has made as the planned number of distributions for each category, so that the overall number of reproductions for the advertisement comprised in each category agrees with the number of distribution demands for each category, while maintaining the ratio of the number of reproductions for each advertisement for each category to the overall number of planned reproductions for advertisements comprised in each category after the flexible adjustment.

Claims 9-13 (Cancelled)

14. (Original) An information distribution system comprising at least a video content storage means which stores video contents, an advertisement storage means which stores advertisement materials, and a video content distribution server which selectively reads a requested video content from the video content storage means, and distributes the video content to a viewer terminal that has made the request via a network; and the system further comprises

- an advertisement distribution condition database, which stores, for each advertisement, at least information about the desired number of reproductions for the advertisement during a planned time period, and information about a specification of increasing or decreasing with respect to each category,
- a viewer database, which stores at least information about a category to which each viewer belongs, and information about the viewing history for each viewer,
- a means for predicting the number of distribution demands, which, based on the information about the viewing histories of all viewers, predicts the number of demanded distributions within the time period for each category,

a means of generating an as yet unallocated advertising list, which generates an as yet unallocated advertising list for each advertisement comprising the number of remaining advertisements of the overall number of desired advertisements during the planned time period for each advertisement,

a means of generating an initial allocation advertising list, which multiplies the as yet unallocated advertising list for each advertisement by the ratio of the number of demanded distributions for each of the categories to the total number, so as to generate an initial allocation advertising list allocated to each category,

a means for calculating a post-increase/decrease adjusted number of desired advertisements, which determines for each category for each advertisement the initially allocated number of desired advertisements and the number of desired advertisements after the increase or decrease adjustment, based on the increase/decrease specification for each category,

a means for calculating the number of planned distributions, which calculates the number of planned distributions of each advertisement for each category by calculating a category weight for each category for each advertisement, so as to balance between the post-increase/decrease adjusted number of desired advertisements and the number of demanded distributions for each category, and multiplying the number of demanded distributions for each category and the calculated category weight,

a means for generating a pre-allocated advertising list, which generates an advertising list for each category, in which the extraction probability for each advertisement in the case of a random extraction is the ratio of the number of planned distributions of each advertisement for each category to the overall accumulation of the number of planned distributions for each category,

a means for calculating handicap, which, with respect to the pre-allocated advertising list for each category, calculates a handicap that varies the number of planned distributions of each advertisement comprised in the pre-allocated advertising list, so as to cause deviations in the extraction probability distribution for each advertisement during each time region while maintaining the mean extraction probability of each advertisement over the period of time,

a means for generating a next time region advertising list, which uses the handicap to extract an advertising list for each category for the next time region from the pre-allocated advertising list for each category,

a means for category judgment, which, when a distribution request is received from a distribution demand terminal, judges the category to which said terminal belongs,

a means for selecting an advertising list, which selects the next time region advertising list corresponding to the judged category,

a means for random extraction, which performs random extraction with respect to the selected next time region advertising list so as to extract one advertisement,

a means for generating a distribution list, which generates a distribution list by using the means for random extraction to repeat random extractions until the advertisement slots that have been demanded are filled, while updating the next time region advertising list so that the results of the extraction are reflected in each extraction probability for the next extraction, and which uses the extraction sequence as the advertisement distribution sequence,

a means for managing a distribution list, which stores the distribution list and outputs it to an advertisement material distribution server, and

an advertisement material distribution server which, based on the distribution list, sequentially and selectively reads a corresponding advertisement material from the advertisement material storage means, and which, when the video content is distributed via an information network to the distribution demand terminal which has made the request, performs linked distribution of the advertisement material.

15. (Original) The information distribution system of claim 14, wherein the means for generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence by repeating the random extraction of advertisements by the means for random extraction until the demanded advertisement slots are filled, while updating each number of planned distribution of the advertising list so that subtraction is made from the number of planned distributions for the extracted advertisement and there is no return to the selected next time region advertising list.

16. (Original) The information distribution system of claim 14, wherein the means for generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the means for random extraction until the demanded advertisement slots are filled, while multiplying the extraction probability of each advertisement by a corresponding correction coefficient and updating the extraction probability of each advertisement in the selected next time region advertising list so as to reflect the results of the extraction in the next extraction probability.

Claims 17-38 (Cancelled)

39. (Previously Presented) An information distribution method that, in response to demand from each distribution demand terminal, reads out various information and distributes the read-out information material to the distribution demand terminals via a network, where the method comprises the steps of:

storing the planned number of distributions during a period of time for each information material, the actual number of distributions already made for each information material, and the remaining number of distributions for each category of each information material, which is the difference between these two numbers of distributions,

generating an advertising list for extraction of each category, in which the extraction probability for each information material in the case of random extraction is the ratio of the remaining number of distributions for each information material to the accumulated total of the remaining number of distributions for each information material at that point in time,

judging category to which the distribution demand terminal belongs at the time a distribution request is received from a distribution demand terminal,

selecting an advertising list corresponding to the judged category,

applying handicap, wherein a handicap is applied each time of random extractions to the remaining number of distributions of each information material comprised in the advertising list, so that the mean extraction probability is maintained over the time period, while

causing deviation in the extraction probability distribution between each advertising list at each random extraction,

extracting one information material by performing random extraction with respect to the selected advertising list based on the remaining number of distributions of each information material to which a handicap has been applied; and

distributing the extracted information material via the information network to the distribution demand terminal that made the request, performing an addition to the actual number of distributions already made and a subtraction from the remaining number of distributions based on the results of the distribution, and then updating the advertising list so that the distribution results are reflected in the extraction probabilities for the next time.

40. (Cancelled)

41. (Previously Presented) An information distribution method comprising at least storing a video content, storing an advertisement material, and selectively reading a requested video content and distributing via a network the video content to a viewer terminal that has made a request, and the method further comprises the steps of:

storing at least, for each advertisement, information about the desired number of reproductions for the advertisement during a planned time period and information about specifications of increasing or decreasing with respect to each category and time period,

storing at least information about a category to which each viewer belongs, and information about the viewing history for each viewer,

predicting the number of distribution demands within the time period for each category, based on the information on the viewing history of all viewers,

calculating the number of planned distributions of each advertisement for each category, so as to balance the number of desired advertisements of each advertisement for each category and the number of distribution demands for each category,

generating a random extraction advertising list for each category, in which the extraction probability for each advertisement in the case of random extraction is the ratio of the

planned number of distributions of each advertisement for each category to the accumulated total for each category of the planned number of distributions of all the advertisements,

applying handicap, wherein a handicap is applied each time of random extractions to the remaining number of distributions of each advertisement comprised by each advertising list, so that the mean extraction probability is maintained over the time period, while causing a deviation in the extraction probability distribution between each advertising list at each random extraction,

extracting one advertisement by selecting and performing random extraction with respect to the advertising list corresponding to a category to which the distribution demand terminal belongs, based on the remaining number of distributions of each advertisement to which a handicap has been applied,

generating a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements until the demanded advertisement slots are filled, while updating the advertising list so that the extraction probabilities for the next time reflect the results of the extraction,

storing the distribution list and outputting the list to an advertisement material distribution server, and

sequentially and selectively reading a corresponding advertisement material based on the distribution list, and when the video content is distributed via the information network to a distribution demand terminal which has made a request, performing a linked distribution of the advertisement material.

42. (Original) The information distribution method of claim 41, wherein the step of generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the step of extracting one advertisement until the demanded advertisement slots are filled, while updating each number of planned distributions of the extracted advertisement by reducing it so that there is no return to the advertising list for random extraction.

43. (Original) The information distribution method of claim 41, wherein the step of generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by the step of extracting one advertisement until the demanded advertisement slots are filled, while multiplying the extraction probability of each advertisement by a corresponding correction coefficient and updating the extraction probability of each advertisement in the advertising list so that the extraction probability for the next time reflects the extraction results.

44. (Original) The information distribution method of any one of claims 41 to 43, wherein the method comprises the steps of:

storing a category classification for each advertisement, finely dividing the categories for all the advertisements desired to be distributed during the time period, into minimum categories, and

assigning the stored increase or decrease specifications to the corresponding minimum unit categories, and then storing the specifications again.

45. (Currently Amended) The information distribution method of any one of claims 41 to 43 ~~[[44]]~~, wherein the step of calculating the number of planned distributions, in order to increase or decrease the initially allocated number of reproductions for the advertisement for the specified category for each advertisement in accordance with the target specification, performs a uniform flexible adjustment between the initially allocated number and the number of reproductions for the advertisement for categories without target specification for the advertisement; and uses each of the number of reproductions for the advertisement to which the increase or decrease adjustment has made as the planned number of distributions for each category, so that the overall number of reproductions for the advertisement comprised in each category agrees with the number of distribution demands for each category, while maintaining the ratio of the number of reproductions for each advertisement for each category to the overall number of planned reproductions for advertisements comprised in each category after the flexible adjustment.

Claims 46-50 (Cancelled)

51. (Original) An information distribution method comprising at least storing a video content, storing an advertisement material, and selectively reading a requested video content and distributing the video content to a viewer terminal that has made the request via a network; and the method further comprises the steps of:

storing for each advertisement, at least information about the desired number of reproductions for the advertisement during a planned time period, and information about a specification of increasing or decreasing with respect to each category,

storing at least information about a category to which each viewer belongs, and information about the viewing history for each viewer,

predicting the number of distribution demands within the time period for each category, based on the information about the viewing histories of all viewers,

generating an as-yet-unallocated advertising list comprising the remaining number of reproductions for the advertisement of the overall number of desired advertisements during the planned time period for each advertisement,

generating an initial allocation advertising list by multiplying the as-yet-unallocated advertising list for each advertisement by the ratio of the number of demanded distributions for each of the categories to the total number,

determining the initially allocated number of desired advertisements and the number of desired advertisements after the increase or decrease adjustment, based on the increase/decrease specification for each category,

calculating the number of planned distributions of each advertisement for each category by calculating a category weight for each category for each advertisement so as to balance between the post-increase/decrease adjusted number of desired advertisements and the number of distribution demands for each category, and multiplying the number of distribution demands for each category and the calculated category weight,

generating an advertising list for each category, in which the extraction probability for each advertisement in the case of a random extraction is the ratio of the number of

planned distributions of each advertisement for each category to the overall accumulation of the number of planned distributions for each category,

calculating handicap, which, with respect to the pre-allocated advertising list for each category, varies the number of planned distributions of each advertisement comprised in the pre-allocated advertising list, so as to cause deviations in the extraction probability distribution for each advertisement during each time region while maintaining the mean extraction probability of each advertisement over the period of time,

extracting with the handicap an advertising list for each category for the next time region from the pre-allocated advertising list for each category, ,

judging the category to which a distribution demand terminal belongs when a distribution request is received from the terminal,

selecting an advertising list for the next time region corresponding to the judged category,

extracting one advertisement by performing random extraction with respect to the selected next time region advertising list,

generating a distribution list by repeating random extractions of advertisements until the advertisement slots that have been demanded are filled, while updating the selected advertising list for the next time region so that the results of the extraction are reflected in each extraction probability for the next extraction, wherein the extraction sequence is used as the advertisement distribution sequence in the distribution list,

storing and outputting the distribution list, and

sequentially and selectively reading a corresponding advertisement material based on the distribution list, and when the video content is distributed via an information network to the distribution demand terminal which has made the request, performing a linked distribution of the advertisement material.

52. (Original) The information distribution method of claim 51, wherein the step of generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of

advertisements by performing the random extraction until the demanded advertisement slots are filled, while updating each number of planned distribution of the advertising list so that subtraction is made from the number of planned distributions for the extracted advertisement and there is no return to the selected next time region advertising list.

53. (Original) The information distribution method of claim 51, wherein the means for generating a distribution list generates a distribution list in which the extraction sequence is used as the advertisement distribution sequence, by repeating the random extraction of advertisements by performing the random extraction until the demanded advertisement slots are filled, while multiplying the extraction probability of each advertisement by a corresponding correction coefficient and updating the extraction probability of each advertisement in the selected next time region advertising list so as to reflect the results of the extraction in the next extraction probability.

Claims 54-77 (Cancelled)

78. (New) The information distribution system of claim 7, wherein the means for calculating the number of planned distributions, in order to increase or decrease the initially allocated number of reproductions for the advertisement for the specified category for each advertisement in accordance with the target specification, performs a uniform flexible adjustment between the initially allocated number and the number of reproductions for the advertisement for categories without target specification for the advertisement; and uses each of the number of reproductions for the advertisement to which the increase or decrease adjustment has made as the planned number of distributions for each category, so that the overall number of reproductions for the advertisement comprised in each category agrees with the number of distribution demands for each category, while maintaining the ratio of the number of reproductions for each advertisement for each category to the overall number of planned reproductions for advertisements comprised in each category after the flexible adjustment.

79. (New) The information distribution method of claim 44, wherein the step of calculating the number of planned distributions, in order to increase or decrease the initially allocated number of reproductions for the advertisement for the specified category for each advertisement in accordance with the target specification, performs a uniform flexible adjustment between the initially allocated number and the number of reproductions for the advertisement for categories without target specification for the advertisement; and uses each of the number of reproductions for the advertisement to which the increase or decrease adjustment has made as the planned number of distributions for each category, so that the overall number of reproductions for the advertisement comprised in each category agrees with the number of distribution demands for each category, while maintaining the ratio of the number of reproductions for each advertisement for each category to the overall number of planned reproductions for advertisements comprised in each category after the flexible adjustment.